

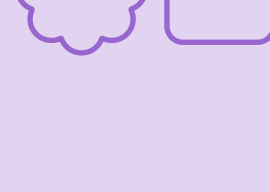
Break Through Roadblocks to Cloud Success

Six cloud challenges — and our best-in-class solutions to solve them.



Many organizations that compete in tight markets need to innovate and create differentiation to stand out and lead their business segments. But frequently we see six common challenges that prevent companies from reaching their business goals. If your organization is facing even one of these cloud challenges, you're not alone — there are solutions.

Challenge 1: Workload repatriation



"It's costing me too much to run this workload."

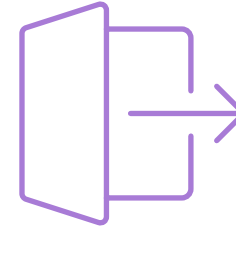
70.7% of surveyed companies expect to repatriate some of their workloads¹

How we fix it: Rackspace Private Cloud

Our hosted private cloud solutions allow you to run and optimize workloads in the best locations and on the best infrastructures without any major rework.

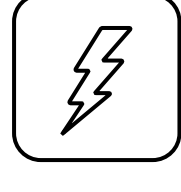
[Learn more](#)

Challenge 2: Exiting the data center



"I need to exit my data center and host somewhere else."

Greatest increases in data center costs:²



58%+

power costs



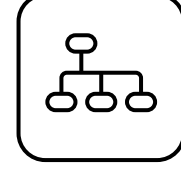
47%+

IT hardware costs



27%+

staff costs



16%+

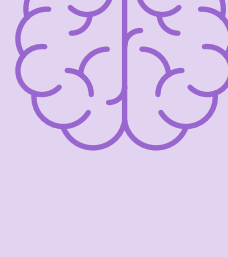
Network costs (Gbps)

How we fix it: Rackspace Private Cloud

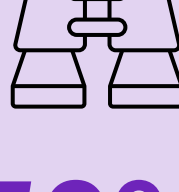
We help you consolidate data centers or move off-premises to improve cost efficiency, lifecycle management and operations — all while retaining your familiar technology stack.

[Learn more](#)

Challenge 3: The skills shortage

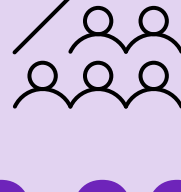


"I need to be able to flexibly augment my staff resources."



50%

of IT and DC managers have difficulty finding skilled staff³



150,000+

new staff will be needed by 2025 (up from 2023)³



45%

of existing staff are approaching retirement³

How we fix it: Rackspace Elastic Engineering

Gain on-demand access to a dedicated, flexible team of cloud engineers who can help you drive better outcomes and evolve to cloud native.

[Learn more](#)

Challenge 4: Can't refactor



"I can't refactor my core (custom) business application for public cloud. But I still need cloud benefits."

464 custom applications, on average, are running in each enterprise.⁴

How we fix it: Rackspace Private Cloud

Our private cloud solutions allow you to run and optimize custom workloads without any major rework.

[Learn more](#)

Challenge 5: Costly data transfer fees



"My cloud apps have a lot of I/O and I'm spending way too much on data egress fees."

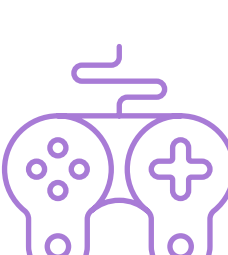
\$3,000+ for 50TB of data on AWS, Microsoft® Azure® and Google Cloud.⁵

How we fix it: Rackspace Data Freedom

Reduce data transit fees by up to 85%, while maintaining data mobility between clouds by transporting data via our private, fast and secure global network backbone.

[Learn more](#)

Challenge 6: Loss of data governance



"I need to maintain tight control over my data."

Leading cloud management challenges:⁶

50%

staff shortage

33%

legal and regulatory compliance

31%

data security

21%

loss of control in top 10

How we fix it: Rackspace Private Cloud

Gain access to a wide range of services and solutions that give you complete control over your clouds, including data, security, compliance, performance and costs savings.

[Learn more](#)

Conquer your cloud challenges

Whether you need to reduce costs, improve performance or create agility, the best fix for common cloud challenges is Rackspace Private Cloud solutions and services. Thousands of companies around the world are transforming, modernizing and optimizing their clouds using our best-in-class private cloud solutions.

For more information, please visit www.rackspace.com/cloud/private

1. IDC: [On-Prem Cloud Success Stories](#)

2. Uptime Institute: [Five Data Center Predictions for 2023](#)

3. Uptime Institute: [Staffing Forecast 2021-2025](#)

4. Oracle: [Why Move Custom Apps to Cloud](#)

5. Block and Files: [AWS S3 Update](#)

6. Statista: [Biggest Barriers Holding Back Cloud Adoption](#)